

Organizers



TORONTO INTERNATIONAL
DRAGON BOAT RACE FESTIVAL



多倫多華商會
TORONTO CHINESE BUSINESS ASSOCIATION

Title Sponsor

Tim Hortons

24th *Tim Hortons* Toronto International Dragon Boat Race Festival

2012
June 23 & 24

Toronto Centre Island



CELEBRATING 24 YEARS OF FUN AND FITNESS.



2012 International Dragon Boat Federation
Club Crew World Championship Qualifier



416.595.0313 www.dragonboats.com

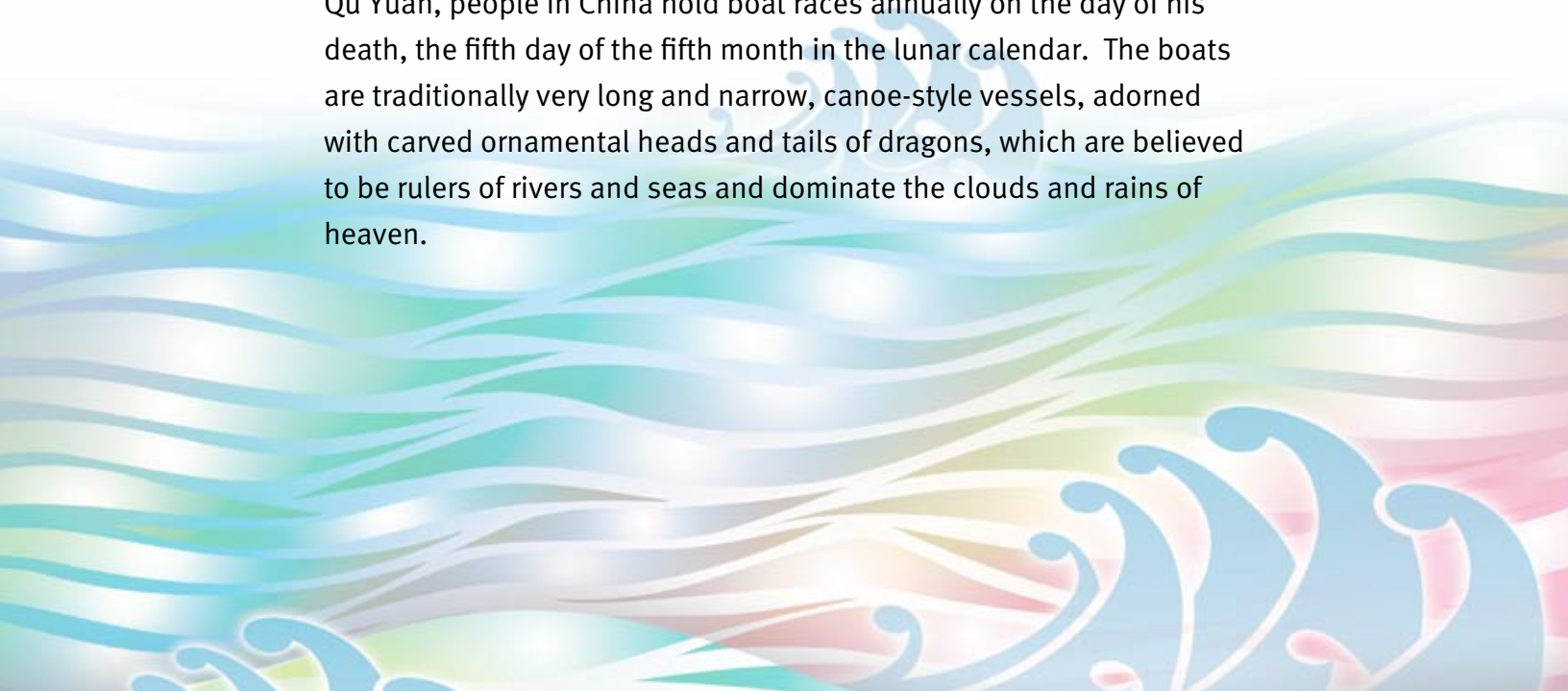
Dragon Boat Festival – the Origin

Qu Yuan, an ancient Chinese statesman in the pre-imperial Warring States period (475 – 221 BC), was banished from his state by the emperor, who fell under the malicious influence of corrupt, slanderous bureaucrats. In exile, Qu wrote some of the greatest poems in Chinese literature expressing his love for his state, and his concern for its future.

When Qu Yuan learned of the impending invasion by a neighbouring Warring State, he waded into the Miluo River, tethered to a rock in order to commit ritual suicide as a protest.

The common folks, upon learning Qu’s suicide, rushed out on the water in fishing boats and tried desperately to save Qu Yuan. In despair, they beat drums and splashed the water with their paddles in order to keep the fish and evil spirits from Qu’s body. They sprinkled rice dumplings in the river to feed the fish, to keep them from consuming the poet’s body.

Year after year, generation after generation, in commemoration of Qu Yuan, people in China hold boat races annually on the day of his death, the fifth day of the fifth month in the lunar calendar. The boats are traditionally very long and narrow, canoe-style vessels, adorned with carved ornamental heads and tails of dragons, which are believed to be rulers of rivers and seas and dominate the clouds and rains of heaven.



Dragon Boat Race - A Water Sport Embraced by Modern World:

Today, dragon boat racing is held globally. It is now an annual event held in over 40 countries. All over the world, far and wide, people embrace this water sport and form dragon boat racing clubs in their own countries.

The two most established Dragon Boat Race Festivals in Canada – Toronto and Vancouver – spearheaded the Dragon Boat Council of Canada, the national dragon boat organizing body in Canada. The mission of the Council is to work together to develop criteria and processes to select national dragon boat champions to represent Canada in International and World Championships.

As a sponsor of the Toronto International Dragon Boat Race Festival, you will experience first hand the thrills of this water sport racing, share the beauty of a culture and be part of a team of Canadian companies and organizations that celebrate this festival with the multicultural community in Toronto. You will also outreach to a diverse ethnic group of consumers and business networks.



he Event

The 24th Toronto International Dragon Boat Race Festival promises a two-day fun-filled event that brings sports, team spirit and community spirit to Toronto Centre Island on ***June 23 and 24, 2012.***

From the humble beginning of only 27 teams participating in the first festival back in 1989, the Festival has evolved to a much bigger operation over the past two decades.

Organized by the Toronto Chinese Business Association and Toronto International Dragon Boat Race Festival, the Festival in 2012 will once again expect 180 to 200 teams with over 5,000 athletes.

In 2011, the Festival's Spirit Challenge Race registered 11 teams of individuals with physical and developmental challenges. After all, it's not always about winning the cup. The team spirit, the message of hope and inclusiveness prevails throughout the Festival!

With the support from Ontario Ministry of Tourism and Culture, the 2011 Festival proudly presented a new component – “Pan Am Village” where booths with cultural artefacts, displays and food from Latin American and Caribbean ethnic backgrounds greeted hundreds and thousands of visitors.

The Festival's “Summertime Art Studio”, which showcased talented local artists and artisans, was funded by the Building Communities Through Art and Heritage program of the Department of Canadian Heritage. Young local talents from different ethnic backgrounds were at centre stage to perform for local and out-of-town visitors.

In 2012, as the Festival celebrates its 24th year, it will continue to be one of the most exciting summer events in Toronto. Once again this year, the Festival will welcome teams from across Canada, U.S., the Caribbean Islands, Europe and Asia.

Furthermore, the Festival values social responsibilities and has designated Canadian Diabetes Association as the fundraising beneficiary two years in a row.

The Organizers



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TORONTO CHINESE BUSINESS ASSOCIATION

The Toronto Chinese Business Association (TCBA) was founded in 1972. This prestigious not-for-profit organization looks after the economic well being of Chinese Canadians businesses and acts as representatives in liaison with all levels of Government.

TCBA is a major force in promoting and assisting corporations to tap into the Chinese markets and is always helping Chinese Canadian businesses to reach out to the mainstream. In the past 39 years, it has played a significant role of building bridges between the Chinese business community and all multicultural communities.

TCBA started the annual Dragon Boat Race Festival in 1989 to promote the tradition and sport of dragon boating, and to enhance awareness of Asian and Chinese Canadian culture and cross-cultural understanding. The concept of a dragon boat race festival was first initiated by a Hong Kong councilor visiting TCBA in 1987. The idea was warmly embraced by TCBA as a great way to promote Chinese culture to Canadians, at a perfect timing when Toronto saw a dramatic influx of Chinese immigrants. After a good year's preparation, including the purchase of 6 dragons boats from Hong Kong, the first dragon boat race festival was launched in June 1989, with 27 teams competing in the races.



TORONTO INTERNATIONAL
DRAGON BOAT RACE FESTIVAL

The Toronto International Dragon Boat Race Festival (TIDBRF) was incorporated in 1993 as a not-for-profit organization. Working shoulder to shoulder with the Toronto Chinese Business Association, TIDBRF has evolved into an organization that strives to:

- provide an annual non-profit festival to promote the spirit of multiculturalism in Canada;
- share the tradition of dragon boat racing with Canada's diverse communities;
- promote tourism to Toronto from other parts of the world and to strengthen Toronto's economy;
- raise community awareness of the beneficial effects of sports on the healthy development of children and youths;
- raise profile of water-sports and increase the opportunity for people who are mentally and physically challenged;
- promote volunteerism generally for the benefit of the community-at-large by encouraging young people to become or remain active volunteers.

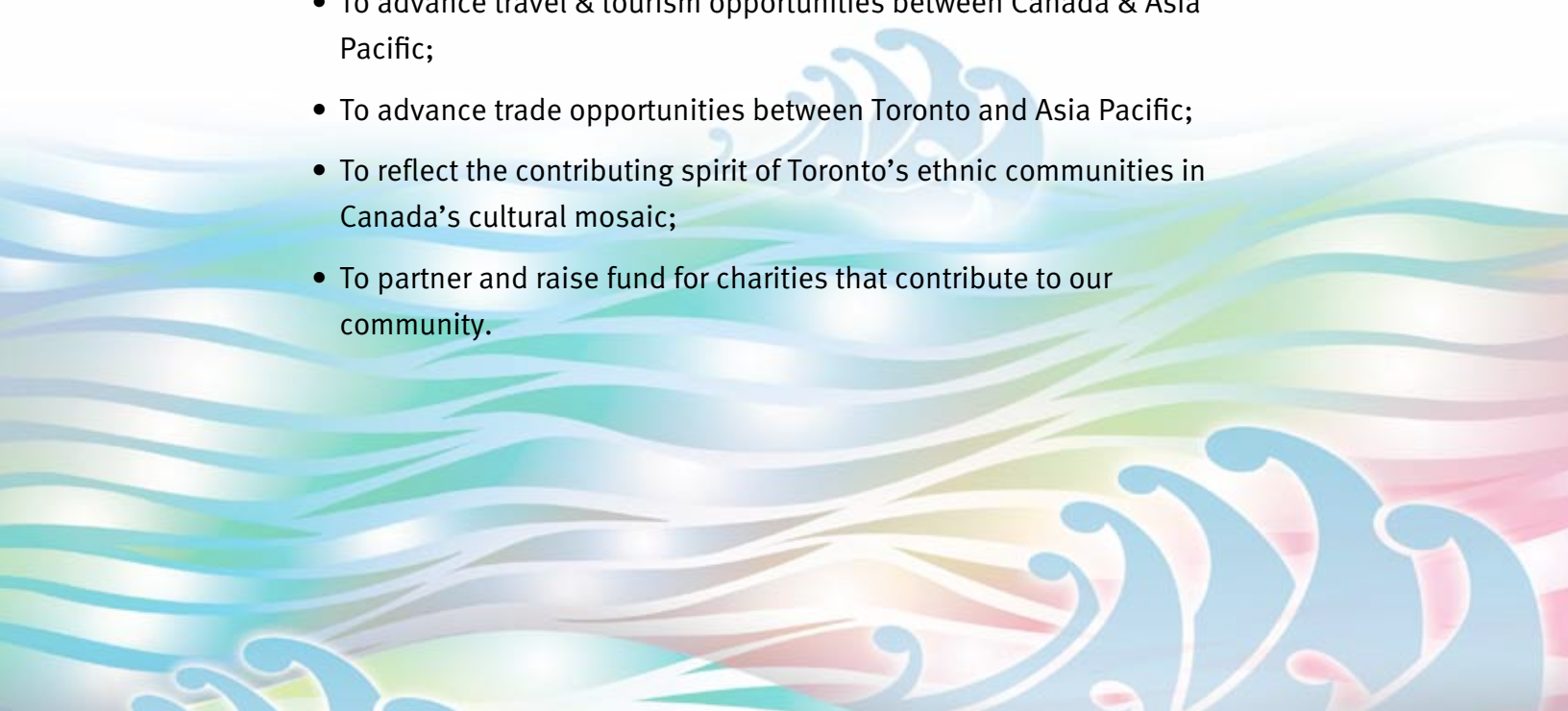
Festival and Races Date, Time & Location

Location: Toronto Centre Island

Date: Saturday, June 23 & Sunday, June 24, 2012

Time: 8:00 a.m. to 6:00 p.m.

Festival Objectives

- To share the tradition of Dragon Boat Racing with Canada's diverse communities;
 - To provide an opportunity for business and service organizations – both public and private sectors – to participate in this colourful sporting event and market their products and services to the ethnic communities;
 - To promote the goodwill of corporate sponsors with the ethnic communities;
 - To promote tourism to Toronto from other parts of Canada, U.S., Asia and Europe;
 - To advance travel & tourism opportunities between Canada & Asia Pacific;
 - To advance trade opportunities between Toronto and Asia Pacific;
 - To reflect the contributing spirit of Toronto's ethnic communities in Canada's cultural mosaic;
 - To partner and raise fund for charities that contribute to our community.
- 

Benefits for Sponsoring the Festival

Corporate Goodwill

To promote goodwill of the corporate sponsors for their support to charities and the association with a family-friendly reputation event.

Heightened Communication and engagement with your targets

The festival will allow the corporate sponsors to speak with their targets. Their products and services will be reached out and engaged with the festival-goers.

Outstanding Sales Climate

9 out of 10 attendees spend more than three hours at the festival. It is one of the signature summer festivals that bring entire family together, which they can gain first-hand knowledge of company's products and services in an overwhelming festive environment.

Build your Database

Corporate sponsors may use their corporate booths at the festival to conduct consumer research, solicit customer feedback and build client database.

Reward your Employees and Customers

Provide an excellent opportunity for company employees to participate in an annual exciting, cultural and sporting event. Opportunity to offer customers and staff hospitality at the Festival with VIP tents.

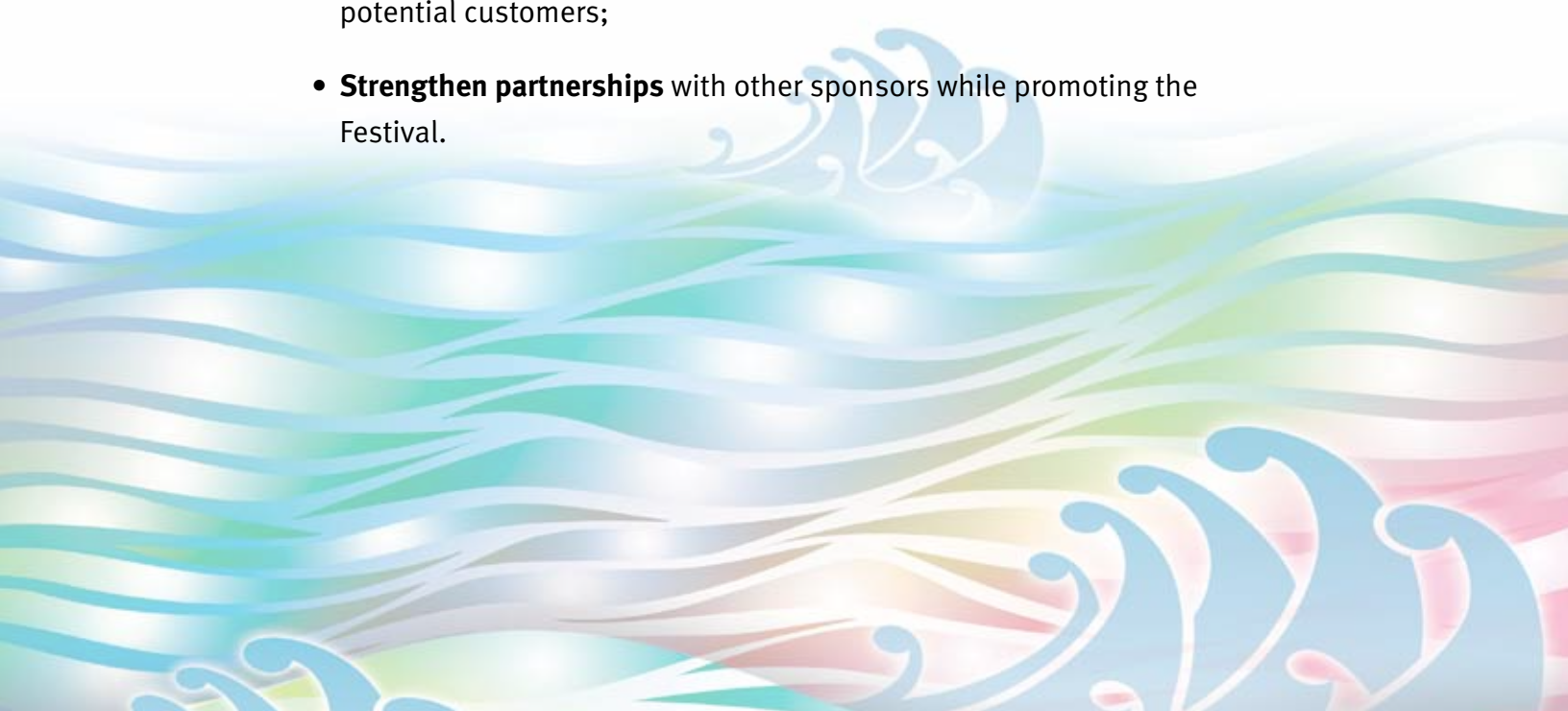
Foster Cross-marketing and Networking

Conducting cross-marketing opportunities with other major corporations of the Festival. Opportunity to meet business and community leaders at the Festival and at marketing activities including press conference, Eye-Dotting Ceremony and publicity events.

Intense Media Publicity and On-site Exposure

Corporate sponsors' logos will ride free in \$400,000 worth of print and broadcast advertising purchased by the festival. Corporate sponsors will receive additional exposure through their on-site news media coverage and visibility via banners and exhibition booths.

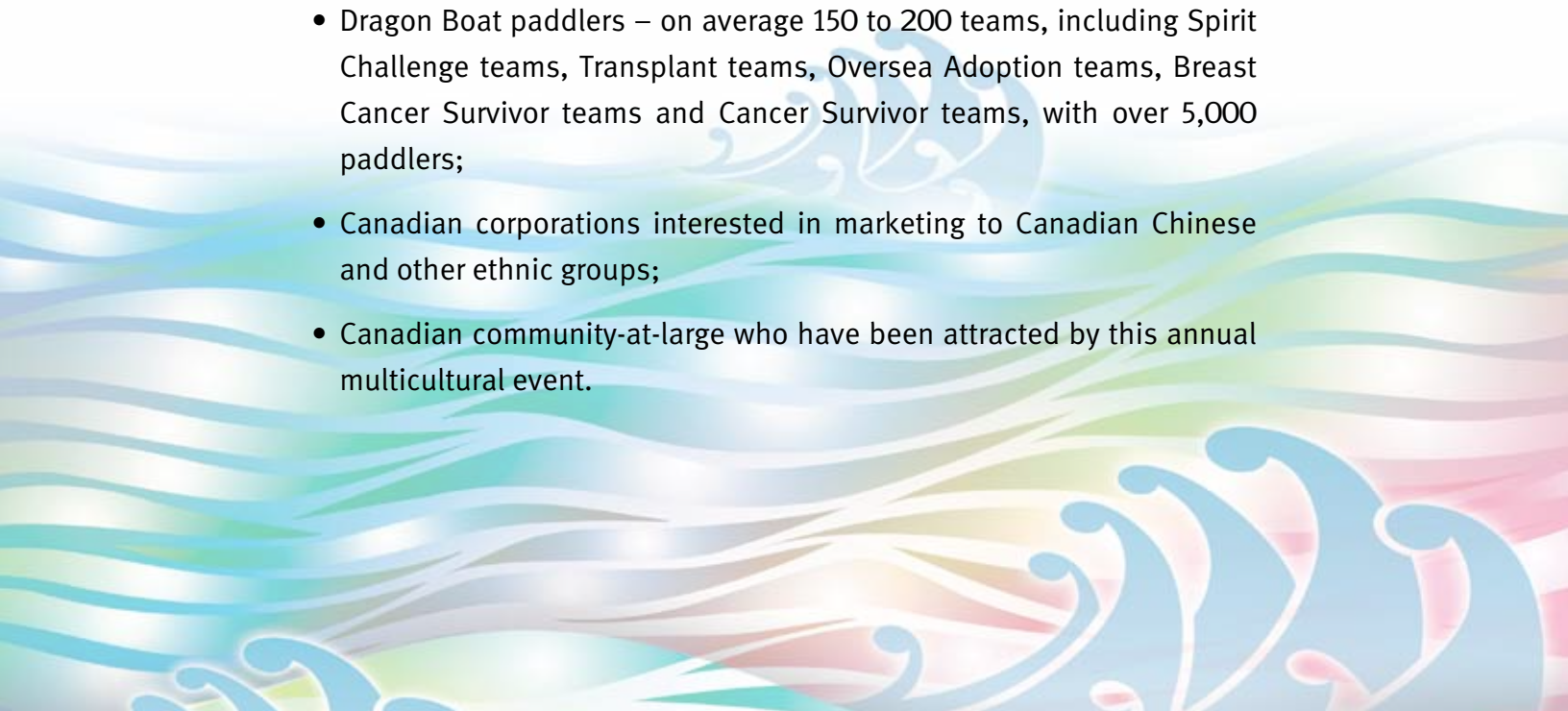
Festival Marketing Initiatives for Sponsors

- **Pre and Post Festival News Releases** announcing the festival and sponsors' participation to mainstream and ethnic media, in both Canada and U.S., to solicit coverage and interviews;
 - **Eye-Dotting Ceremony** news conference to launch festival;
 - **Festival Posters** with sponsors' logos are distributed to all Chinese communities and other ethnic communities, in high-traffic areas, government and tourism offices, libraries, high schools and etc;
 - **Souvenir Programs** with sponsors' advertisements are distributed to spectators at the site;
 - **Festival Newsletter** is distributed prior to festival to media, government departments, sponsors, tourist offices, libraries and high schools;
 - **Website advertising opportunities** for sponsor. Sponsors' logos in festival website & web link opportunities;
 - **On-site marketing opportunities** allow sponsors to engage with their potential customers;
 - **Strengthen partnerships** with other sponsors while promoting the Festival.
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A ttendance Profile

- 43 percent of the festival attendees have a household income in excess of \$90,000, with another 10 percent earning more than \$120,000;
- Median age is 30;
- 57 percent female and 43 percent male;
- 40 percent have attended high schools and 60 percent have attended college and university;
- 48 percent are professionals
- 35 percent are of Chinese heritage, 35 percent Caucasians, and 30 percent from other ethnic groups.

P articipants

- Canadian Chinese community and businesses, and other ethnic community groups;
 - Canadian Chinese who view the Festival as an annual cultural and family event;
 - Ethnic communities including South Asians, South Americans and Eastern Europeans from across Canada and the US;
 - Dragon Boat paddlers – on average 150 to 200 teams, including Spirit Challenge teams, Transplant teams, Oversea Adoption teams, Breast Cancer Survivor teams and Cancer Survivor teams, with over 5,000 paddlers;
 - Canadian corporations interested in marketing to Canadian Chinese and other ethnic groups;
 - Canadian community-at-large who have been attracted by this annual multicultural event.
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Level of Sponsorship

Title Sponsor		\$75,000.00
Diamond Dragon Sponsor		\$55,000.00
Platinum Dragon Sponsor		\$40,000.00
Gold Dragon Sponsor		\$28,000.00
Silver Dragon Sponsor		\$13,000.00
Bronze Dragon Sponsor		\$ 8,000.00
Corporate Boat Sponsor	(1-year term)	\$10,000.00
	(2-year term)	\$17,000.00

Festival Factsheet

WHO: 24th Toronto International Dragon Boat Race Festival

WHAT: The first largest outdoor multi-event summer festival

- Dragon Boat Race
- Multicultural Performances
- Multicultural Village
- Family and Children Activities
- Exhibition Booths
- Food Court

WHERE: Toronto Centre Island

WHEN: Saturday and Sunday, June 23 & 24, 2012
Races and Activities start at 8 a.m. and
run until 6 p.m. each day

ATTENDANCE: 125,000

ADMISSION: Free admission

BENEFICIARY: Canadian Diabetes Association

ORGANIZERS: Toronto Chinese Business Association (TCBA)
Toronto International Dragon Boat Race Festival (TIDBRF)

Title Sponsor **\$75,000.00**

Exclusivity and Competitive Advantage

- Exclusive right to incorporate the Sponsor's name into the Festival's name;
- Right within the category to use Festival's trademark and logo on Sponsor's advertising materials for festival-themed promotions and on-site visibility;
- Sponsor receives industry exclusivity on the event;
- Sponsor will have the enviable privilege to return as the exclusive Title Sponsor in the following year, by providing a confirmation within 60 days after completion of the Festival on June 24, 2012.

Recognition and Marketing

- Acknowledged on Festival letterhead with logo as Title Sponsor;
- Grand Championship Race Division to be named after the Sponsor;
- Race cup engraved with Sponsor's name;
- Sponsor will be given opportunities to present the race cup to its divisional winner;
- Sponsor's name prominently marked or displayed on the sponsored dragon boat, and given appropriate promotional acknowledgement for one year in connection with the promotion of the Festival, during practices and at the race;
- Recognized in connection with the pre-event and post-events announcements, and at the races.

Race

- One corporate team registration;
- Five complimentary standard on-water practices for Sponsor.

Media, Print Material & On-line Promotion

- Dedicated page for sponsor's greeting in event souvenir program;
- Inclusion of sponsor's message in event souvenir program (approximately 200 words provided by Sponsor);
- Acknowledged as Title Sponsor with logo on poster at top positioning;

- Acknowledged as Title Sponsor on TV and radio advertising;
- Acknowledged as Title Sponsor with logo in mainstream and Chinese print advertising;
- Acknowledged as Title Sponsor in pamphlet, newsletter and front page of Festival website;
- A hotlink from the Festival's website to sponsor's website;
- A full-page, colour advertisement on back cover of souvenir program.

Pre-event

- Invitation to the eye-dotting ceremony;
- Opportunity to conduct the eye-dotting ceremony;
- Recognition of sponsorship at all pre-event initiatives.

On-site

- Invitation to the opening ceremony to officially launch the Festival;
- Opportunity to deliver a speech at the opening ceremony as Title Sponsor;
- Provision of a VIP tent of size 30'X30' at the Festival with a designated number of tables and chairs;
- One promotional booth at the Festival (30' X 30') for on-site promotions with a designated number of tables and chairs;
- Opportunities for announcement of corporate messages to the public throughout the two-day event;
- Invitation to participate in media opportunities prior to and during the Festival;
- A segment of the on-stage entertainment will be acknowledged as sponsored by the Sponsor;
- Display of Sponsor's logo on two of the organizer's golf cars circulating on site throughout the two-day event;
- Provisions for Sponsor to have its corporate logo prominently positioned on the backdrop at the main stage;
- Provisions for Sponsor to supply and display a banner at the main stage;
- Provisions for Sponsor to supply and display 20 banners at the grandstand and/or fences area;
- Provision of 100 sets of VIP luncheon and ferry tickets.

Diamond Dragon Sponsor

\$55,000.00

Exclusivity and Competitive Advantage

- Right to use Festival's trademark and logo on Sponsor's advertising materials for festival-themed promotions and on-site visibility;
- Sponsor receives industry exclusivity on the event;
- Sponsor will have the enviable privilege to return as a Diamond Dragon Sponsor with industry exclusivity in the following year, by providing a confirmation within 60 days after completion of the Festival on June 24, 2012.

Recognition and Marketing

- A Championship Race Division to be named after the Sponsor;
- Race cup engraved with Sponsor's name;
- Sponsor will be given opportunities to present the race cup to its divisional winners;
- Sponsor's name prominently marked or displayed on the sponsored dragon boat, and given appropriate promotional acknowledgement for one year in connection with the promotion of the Festival, during practices and at the race;
- Recognized in connection with the pre-event and post-events announcements, and at the races.

Race

- One corporate team registration;
- Five complimentary standard on-water practices for Sponsor.

Media, Print Material & On-line Promotion

- Inclusion of sponsor's message in event souvenir program (approximately 200 words provided by Sponsor);
- Acknowledged as Diamond Dragon Sponsor with logo on poster;
- Acknowledged as Diamond Dragon Sponsor on TV and radio advertising;
- Acknowledged as Diamond Dragon Sponsor with logo in mainstream and Chinese print advertising;

- Acknowledged as Diamond Dragon Sponsor in pamphlet, newsletter and website;
- A hotlink from the Festival's website to sponsor's website;
- A full-page, colour advertisement on inside front or inside back of souvenir program.

Pre-event

- Invitation to the eye-dotting ceremony;
- Opportunity to officiate at the eye-dotting ceremony;
- Recognition of sponsorship at all pre-event initiatives.

On-site

- Invitation to the opening ceremony;
- Provision of a VIP tent of size 30'X30' at the Festival with a designated number of tables and chairs;
- One promotional booth at the Festival (30' X 30') for on-site promotions with a designated number of tables and chairs;
- Opportunities for announcement of corporate messages to the public throughout the two-day event;
- Invitation to participate in media opportunities prior to and during the Festival;
- A segment of the on-stage entertainment will be acknowledged as sponsored by the Sponsor;
- Display of Sponsor's logo on one of the organizer's golf cars circulating on site throughout the two-day event;
- Provisions for Sponsor to have its corporate logo prominently positioned on the backdrop at the main stage;
- Provisions for Sponsor to supply and display a banner around the main stage;
- Provisions for Sponsor to supply and display 10 banners at the grandstand and/or fences area;
- Provision of 50 sets of VIP luncheon and ferry tickets.

Platinum Dragon Sponsor

\$40,000.00

Exclusivity and Competitive Advantage

- Right to use Festival's trademark and logo on Sponsor's advertising materials for festival-themed promotions and receive on-site visibility;
- Sponsor receives industry exclusivity on its sponsorship level;
- Sponsor will have the enviable privilege to return as a Platinum Dragon Sponsor and be exclusive in the industry in the following year, by providing a confirmation within 60 days after completion of the Festival on June 24, 2012.

Recognition and Marketing

- A Championship Race Division named after the Sponsor;
- Race cup engraved with Sponsor's name;
- Sponsor will be given opportunities to present the race cup to its divisional winners;
- Sponsor's name prominently marked or displayed on the dragon boat sponsored, and given appropriate promotional acknowledgement for one year in connection with the promotion of the Festival, during practices and at the race;
- Will be recognized in connection with the pre-event and post-event announcements, and at the races.

Race

- One corporate team registration;
- Three complimentary standard on-water practices for Sponsor.

Media, Print Material & On-line Promotion

- Inclusion of sponsor's message in event souvenir program (approximately 200 words provided by Sponsor);
- Acknowledged as Platinum Dragon Sponsor with logo on poster;
- Acknowledged as Platinum Dragon Sponsor on TV and radio advertising;
- Acknowledged as Platinum Dragon Sponsor with logo in mainstream and Chinese print advertising;
- Acknowledged as Platinum Dragon Sponsor in pamphlet, newsletter and

website;

- A hotlink from the Festival's website to sponsor's website;
- A full-page, colour advertisement on inside front or inside back of souvenir program.

Pre-event

- Invitation to the eye-dotting ceremony;
- Opportunity to officiate at the eye-dotting ceremony;
- Recognition of sponsorship at all pre-event initiatives.

On-site

- Invitation to the opening ceremony;
 - Provision of a VIP tent of size 20'X20' at the Festival with a designated number of tables and chairs;
 - One promotional booth at the Festival (20' X 20') for on-site promotions with a designated number of tables and chairs;
 - Opportunities for announcement of corporate messages to the public throughout the two-day event;
 - Invitation to participate in media opportunities prior to and during the Festival;
 - A segment of the on-stage entertainment will be acknowledged as sponsored by the Sponsor;
 - Sponsor's logo on main stage backdrop;
 - Provisions for Sponsor to supply and display a banner around the main stage;
 - Provisions for Sponsor to supply and display 8 banners at the grandstand and/or fences area;
 - Provision of 35 sets of VIP luncheon and ferry tickets.
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Gold Dragon Sponsor

\$28,000.00

Recognition and Marketing

- A Championship Race Division named after the Sponsor;
- Race cup engraved with Sponsor's name;
- Sponsor will be given opportunities to present the race cup to its divisional winners;
- Sponsor's name prominently marked or displayed on the dragon boat sponsored, and given appropriate promotional acknowledgement for one year in connection with the promotion of the Festival, and at the race;
- Will be recognized in connection with the pre-event and post-event announcements, and at the races.

Race

- One corporate team registration
- Three complimentary standard on-water practices for Sponsor.

Media, Print Material & On-line Promotion

- Inclusion of sponsor's message in event souvenir program (approximately 200 words provided by Sponsor);
- Acknowledged as Gold Dragon Sponsor with logo on poster;
- Acknowledged as Gold Dragon Sponsor on TV and radio advertising;
- Acknowledged as Gold Dragon Sponsor with logo in mainstream and Chinese print advertising;
- Acknowledged as Gold Dragon Sponsor in pamphlet, newsletter and website;
- A hotlink from the Festival's website to sponsor's website;
- A full-page, colour advertisement in the souvenir program.

Pre-event

- Invitation to the eye-dotting ceremony;
- Opportunity to officiate at the eye-dotting ceremony;
- Recognition of sponsorship at all pre-event initiatives.

On-site

- Invitation to the opening ceremony;
- Provision of a VIP tent of size 20'X20' at the Festival with a designated number of tables and chairs;
- One promotional booth at the Festival (10' X 10') for on-site promotions with a designated number of tables and chairs;
- Opportunities for announcement of corporate messages to the public throughout the two-day event;
- Invitation to participate in media opportunities prior to and during the Festival;
- Acknowledged as Sponsor of one of the on-stage entertainment segments;
- Sponsor's logo on main stage backdrop;
- Provisions for Sponsor to supply and display 6 banners at the grandstand and/or fences area;
- Provision of 25 sets of VIP luncheon and ferry tickets.



Silver Dragon Sponsor

\$13,000.00

Recognition and Marketing

- A race plaque engraved with Sponsor's name;
- Sponsor will be given opportunities to present the race plaque to its divisional winners.

Media, Print Material & On-line Promotion

- Inclusion of sponsor's message on program souvenir program (approximately 200 words provided by Sponsor);
- Acknowledged as Silver Dragon Sponsor with logo on poster;
- Acknowledged as Silver Dragon Sponsor in mainstream and Chinese print advertising;
- Acknowledged as Silver Dragon Sponsor in pamphlet, newsletter and website;
- A hotlink from the Festival's website to Sponsor's website;
- A full-page, black and white advertisement in the event's souvenir program.

Pre-event

- Invitation to the eye-dotting ceremony;
- Recognition of sponsorship at all pre-event initiatives.

On-site

- Invitation to the opening ceremony;
- One promotional booth at the Festival (10' X 10') for on-site promotions with a designated number of tables and chairs;
- Opportunities for announcement of corporate messages to the public throughout the two-day event;
- Sponsor's logo on main stage backdrop;
- Provisions for Sponsor to supply and display 4 banners at the grandstand and/or fences area;
- Provision of 15 sets of VIP luncheon and ferry tickets.

Bronze Dragon Sponsor

\$8,000.00

Recognition and Marketing

- A race plaque engraved with Sponsor's name;
- Sponsor will be given opportunities to present the race plaque to its divisional winners.

Media, Print Material & On-line Promotion

- Inclusion of sponsor's message on program souvenir program (approximately 200 words provided by Sponsor);
- Acknowledged as Bronze Dragon Sponsor with logo on poster;
- Acknowledged as Bronze Dragon Sponsor in mainstream and Chinese print advertising;
- Acknowledged as Bronze Dragon Sponsor in pamphlet, newsletter and website;
- A hotlink from the Festival's website to Sponsor's website;
- A half-page, black and white advertisement in the event's souvenir program.

Pre-event

- Invitation to the eye-dotting ceremony;
- Recognition of sponsorship at all pre-event initiatives.

On-site

- Invitation to the opening ceremony;
- One promotional booth at the Festival (10' X 10') for on-site promotions with a designated number of tables and chairs;
- Sponsor's logo on main stage backdrop;
- Provisions for Sponsor to supply and display 4 banners at the grandstand and/or fences area;
- Provision of 10 sets of VIP luncheon and ferry tickets.

 Corporate Boat Sponsor	1-year	\$10,000.00
	2-year	\$17,000.00

Recognition and Marketing

- Sponsor's name prominently marked or displayed on the sponsored dragon boat, and given appropriate promotional acknowledgement for one year in connection with the promotion of the Festival, and at the race;
- A race plaque engraved with Sponsor's name;
- Sponsor will be given opportunities to present the race plaque to its divisional winners.

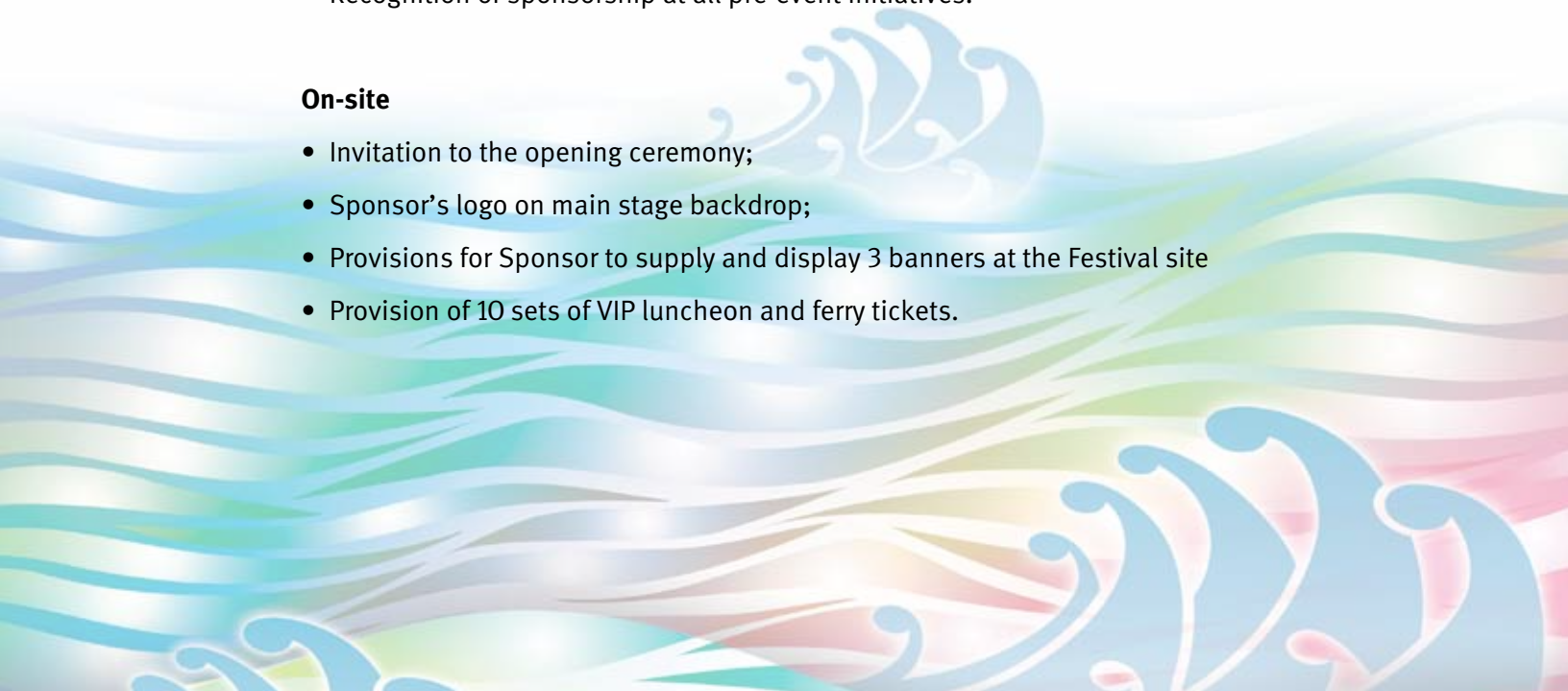
Media, Print Material & On-line Promotion

- Acknowledged as Corporate Boat Sponsor in all marketing materials, including poster, pamphlet, newsletter and event program during the year
- Acknowledged as Corporate Boat Sponsor in the Festival website;
- A hotlink from the Festival's website to Sponsor's website;
- A half-page, black and white advertisement in the event's souvenir program.

Pre-event

- Invitation to the eye-dotting ceremony;
- Recognition of sponsorship at all pre-event initiatives.

On-site

- Invitation to the opening ceremony;
 - Sponsor's logo on main stage backdrop;
 - Provisions for Sponsor to supply and display 3 banners at the Festival site
 - Provision of 10 sets of VIP luncheon and ferry tickets.
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TORONTO INTERNATIONAL DRAGON BOAT SPONSORSHIP MASTER PLAN (Page 1 of 2)

ITEM	VALUE	TITLE SPONSOR	VALUE	DIAMOND DG	VALUE	PLATINUM DG	VALUE	GOLD DG	VALUE
		\$ 75,000.00		\$ 55,000.00		\$ 40,000.00		\$ 28,000.00	
INDUSTRY EXCLUSIVITY AND COMPETITIVE ADVANTAGE									
INDUSTRY EXCLUSIVITY ON THE EVENT	\$ 20,000.00	YES	\$ 20,000.00	YES	\$ 20,000.00				
SPONSOR'S NAME INCORPORATED INTO FESTIVAL NAME	\$ 30,000.00	YES	\$ 30,000.00						
SPONSOR'S NAME IN ASSOCIATION WITH EVENT ADVERTISING	\$ 10,000.00	YES	\$ 10,000.00						
INDUSTRY EXCLUSIVITY ON IT'S SPONSORSHIP LEVEL	\$ 10,000.00					YES	\$ 10,000.00		
RECOGNITION									
CORPORATE MARKETING									
ACKNOWLEDGED ON FESTIVAL LETTERHEAD	\$ 10,000.00	YES	\$ 10,000.00						
RACE									
GRAND CHAMPIONSHIP									
GRAND CHAMPION RACE DIVISION NAMED AFTER SPONSOR	\$ 20,000.00	YES	\$ 20,000.00						
RACE CLUB/PLOAQUE ENGRAVED WITH SPONSOR'S NAME		YES							
PRIZE PRESENTATION		YES							
CORPORATE OR COMMUNITY DIVISION									
CORPORATE OR COMMUNITY DIVISION RACE NAMED AFTER SPONSOR	\$ 10,000.00		\$ 10,000.00	YES	\$ 10,000.00	YES	\$ 10,000.00	YES	\$ 10,000.00
RACE CLUB/PLOAQUE ENGRAVED WITH SPONSOR'S NAME	\$ 3,000.00		\$ 3,000.00	YES	\$ 3,000.00	YES	\$ 3,000.00	YES	\$ 3,000.00
PLOAQUE/PRIZE PRESENTATION	\$ 5,000.00		\$ 5,000.00	YES	\$ 5,000.00	YES	\$ 5,000.00	YES	\$ 5,000.00
RACE PARTICIPATION									
CORPORATE TEAM REGISTRATION	\$ 2,250.00	1	\$ 2,250.00	YES	\$ 2,250.00	YES	\$ 2,250.00	YES	\$ 2,250.00
RACE TEAM TENT	\$ 350.00	1	\$ 350.00	YES	\$ 350.00	YES	\$ 350.00	YES	\$ 350.00
MARKETING									
DRAGON BOAT									
NAME ON DRAGON BOAT HEAD AND TAIL	\$ 10,000.00	2	\$ 20,000.00	1	\$ 10,000.00	1	\$ 10,000.00	1	\$ 10,000.00
POSTER									
LOGO ON EVENT POSTER	\$ 5,000.00	YES	\$ 5,000.00	YES	\$ 5,000.00	YES	\$ 5,000.00	YES	\$ 5,000.00
MEDIA									
ACKNOWLEDGEMENT ON PRINT MEDIA	\$ 350,000.00	100%	\$ 350,000.00	70%	\$ 245,000.00	40%	\$ 140,000.00	30%	\$ 105,000.00
ACKNOWLEDGEMENT ON TV ADVERTISING		YES		YES		YES		YES	
ACKNOWLEDGEMENT ON RADIO ADVERTISING		YES		YES		YES		YES	
ACKNOWLEDGEMENT ON OUTDOOR ADVERTISING		YES		YES		YES		YES	
WEB SITE									
LOGO ON FRONT PAGE	\$ 10,000.00	YES	\$ 10,000.00						
LOGO ON SPONSORSHIP PAGE	\$ 3,000.00			YES	\$ 3,000.00	YES	\$ 3,000.00	YES	\$ 3,000.00
HOT LINK TO SPONSOR'S SITE	INCLUDED	YES		YES		YES		YES	
PROGRAMME BOOK									
BACK COVER (COL)	\$ 3,000.00	YES	\$ 3,000.00						
INSIDE FRONT OR BACK (COL)	\$ 2,000.00			YES	\$ 2,000.00				
FULL PAGE (COL)	\$ 1,000.00					YES	\$ 1,000.00	YES	\$ 1,000.00
FULL PAGE (B/W)	\$ 500.00								
ACKNOWLEDGEMENT ON PROGRAMME BOOK	\$ 500.00	YES	\$ 500.00	YES	\$ 500.00	YES	\$ 500.00	YES	\$ 500.00
SPONSOR GREETING MESSAGE ON PROGRAM BOOK	\$ 1,000.00	YES	\$ 1,000.00	YES	\$ 1,000.00	YES	\$ 1,000.00	YES	\$ 1,000.00
PUBLICITY									
EYE DOTTING CEREMONY									
INVITATION TO EYE DOTTING CEREMONY	\$ 10,000.00		\$ 10,000.00						
SPEECH AT EYE DOTTING CEREMONY		YES		YES		YES		YES	
CONDUCT EYE DOTTING CEREMONY		YES							
OPENING CEREMONY									
INVITATION TO OPENING CEREMONY	\$ 10,000.00		\$ 10,000.00						
SPEECH AT OPENING CEREMONY		YES		YES		YES		YES	
CONDUCT EYE DOTTING CEREMONY		YES							
ON-SITE PROMOTION									
VIP TENT									
MAIN SITE (30' X 30', 10 X TABLE, 40 X CHAIRS, 2 X 15A)	\$ 10,000.00	1	\$ 10,000.00	1	\$ 10,000.00				
MAIN SITE (20' X 20', 5 X TABLE, 20 X CHAIRS, 1 X 15A)	\$ 7,000.00					1	\$ 7,000.00		
CORPORATE PROMOTION TENT									
MAIN SITE (30' X 30', 10 X TABLE, 40 X CHAIRS, 2 X 15A)	\$ 10,000.00	1	\$ 10,000.00	1	\$ 10,000.00				
MAIN SITE (20' X 20', 5 X TABLE, 20 X CHAIRS, 1 X 15A)	\$ 7,000.00					1	\$ 7,000.00	1	\$ 7,000.00
DISPLAY TENT									
MAIN SITE (10' X 10', 1 X TABLE, 2 X CHAIRS, 1 X 15A)	\$ 3,500.00								
RACE SITE (10' X 10', 1 X TABLE, 2 X CHAIRS, 1 X 15A)	\$ 1,000.00	1	\$ 1,000.00						
FOOD BOOTH (10' X 10', 1 X TABLE, 2 X CHAIRS, 1 X 15A)	\$ 1,200.00								
EXTRA									
TABLE	\$ 25.00								
CHAIR	\$ 5.00								
TABLE CLOTH	\$ 30.00								
POWE OUTLET	\$ 100.00								
ON-SITE ADVERTISING									
DISPLAY BANNER (3' X 8')	\$ 500.00	20	\$ 10,000.00	10	\$ 5,000.00	8	\$ 4,000.00	6	\$ 3,000.00
GOLF CART ADVERTISING	\$ 3,000.00	2	\$ 6,000.00	1	\$ 3,000.00				
TICKETING									
VIP TICKET	\$ 100.00	100	\$ 10,000.00	50	\$ 5,000.00	35	\$ 3,500.00	25	\$ 2,500.00
FERRY TICKET	\$ 7.00	100	\$ 700.00	50	\$ 350.00	35	\$ 245.00	25	\$ 175.00
GRAND STAGE PROMOTION									
ANNOUNCEMENT OF CORPORATE MESSAGE	\$ 1,000.00	YES	\$ 1,000.00	YES	\$ 1,000.00	YES	\$ 1,000.00	YES	\$ 1,000.00
SPONSOR LOGO ON BACKDROP	\$ 3,000.00	YES	\$ 3,000.00	YES	\$ 3,000.00	YES	\$ 3,000.00	YES	\$ 3,000.00
OTHERS									
FEATURE PERFORMANCE NAME MENTION	\$ 20,000.00								
VIP TENT BANNER DISPLAY	\$ 3,000.00								
TOTAL VALUE			\$ 571,800.00		\$ 344,450.00		\$ 216,845.00		\$ 162,775.00

TORONTO INTERNATIONAL DRAGON BOAT SPONSORSHIP MASTER PLAN (Page 2 of 2)

ITEM	VALUE	SILVER DG	VALUE	BRONZE DG	VALUE	CORPORATE BOAT	VALUE
		\$ 13,000.00		\$ 8,000.00		\$ 10,000.00	
INDUSTRY EXCLUSIVITY AND COMPETITIVE ADVANTAGE							
INDUSTRY EXCLUSIVITY ON THE EVENT	\$ 20,000.00						
SPONSOR'S NAME INCORPORATED INTO FESTIVAL NAME	\$ 30,000.00						
SPONSOR'S NAME IN ASSOCIATION WITH EVENT ADVERTISING	\$ 10,000.00						
INDUSTRY EXCLUSIVITY ON IT'S SPONSORSHIP LEVEL	\$ 10,000.00						
RECOGNITION							
CORPORATE MARKETING							
ACKNOWLEDGED ON FESTIVAL LETTERHEAD	\$ 10,000.00						
RACE							
GRAND CHAMPIONSHIP							
GRAND CHAMPION RACE DIVISION NAMED AFTER SPONSOR	\$ 20,000.00						
RACE CLUB/PLAQUE ENGRAVED WITH SPONSOR'S NAME							
PRIZE PRESENTATION							
CORPORATE OR COMMUNITY DIVISION							
CORPORATE OR COMMUNITY DIVISION RACE NAMED AFTER SPONSOR	\$ 10,000.00	YES	\$ 10,000.00				
RACE CLUB/PLAQUE ENGRAVED WITH SPONSOR'S NAME	\$ 3,000.00	YES	\$ 3,000.00				
PLAQUE/PRIZE PRESENTATION	\$ 5,000.00	YES	\$ 5,000.00				
RACE PARTICIPATION							
CORPORATE TEAM REGISTRATION	\$ 2,250.00						
RACE TEAM TENT	\$ 350.00						
MARKETING							
DRAGON BOAT							
NAME ON DRAGON BOAT HEAD AND TAIL	\$ 10,000.00					1	\$ 10,000.00
POSTER							
LOGO ON EVENT POSTER	\$ 5,000.00	YES	\$ 5,000.00	YES	\$ 5,000.00	YES	\$ 5,000.00
MEDIA							
ACKNOWLEDGEMENT ON PRINT MEDIA	\$ 350,000.00	20%	\$ 70,000.00	20%	\$ 70,000.00	20%	\$ 70,000.00
ACKNOWLEDGEMENT ON TV ADVERTISING		YES		YES		YES	
ACKNOWLEDGEMENT ON RADIO ADVERTISING		YES		YES		YES	
ACKNOWLEDGEMENT ON OUTDOOR ADVERTISING		YES		YES		YES	
WEB SITE							
LOGO ON FRONT PAGE	\$ 10,000.00						
LOGO ON SPONSORSHIP PAGE	\$ 3,000.00	YES	\$ 3,000.00	YES	\$ 3,000.00	YES	\$ 3,000.00
HOT LINK TO SPONSOR'S SITE	INCLUDED	YES		YES		YES	
PROGRAMME BOOK							
BACK COVER (COL)	\$ 3,000.00						
INSIDE FRONT OR BACK (COL)	\$ 2,000.00						
FULL PAGE (COL)	\$ 1,000.00						
FULL PAGE (B/W)	\$ 500.00	YES	\$ 500.00	YES	\$ 500.00	YES	\$ 500.00
ACKNOWLEDGEMENT ON PROGRAME BOOK	\$ 500.00	YES	\$ 500.00	YES	\$ 500.00	YES	\$ 500.00
SPONSOR GREETING MESSAGE ON PROGRAM BOOK	\$ 1,000.00	YES	\$ 1,000.00	YES	\$ 1,000.00	YES	\$ 1,000.00
PUBLICITY							
EYE DOTTING CEREMONY							
INVITATION TO EYE DOTTING CEREMONY	\$ 10,000.00	YES		YES		YES	
SPEECH AT EYE DOTTING CEREMONY							
CONDUCT EYE DOTTING CEREMONY							
OPENING CEREMONY							
INVITATION TO OPENING CEREMONY	\$ 10,000.00	YES		YES		YES	
SPEECH AT OPENING CEREMONY							
CONDUCT EYE DOTTING CEREMONY							
ON-SITE PROMOTION							
VIP TENT							
MAIN SITE (30' X 30', 10 X TABLE, 40 X CHAIRS, 2 X 15A)	\$ 10,000.00						
MAIN SITE (20' X 20', 5 X TABLE, 20 X CHAIRS, 1 X 15A)	\$ 7,000.00						
CORPORATE PROMOTION TENT							
MAIN SITE (30' X 30', 10 X TABLE, 40 X CHAIRS, 2 X 15A)	\$ 10,000.00						
MAIN SITE (20' X 20', 5 X TABLE, 20 X CHAIRS, 1 X 15A)	\$ 7,000.00						
DISPLAY TENT							
MAIN SITE (10' X 10', 1 X TABLE, 2 X CHAIRS, 1 X 15A)	\$ 3,500.00	YES	\$ 3,500.00	YES	\$ 3,500.00		
RACE SITE (10' X 10', 1 X TABLE, 2 X CHAIRS, 1 X 15A)	\$ 1,000.00						
FOOD BOOTH (10' X 10', 1 X TABLE, 2 X CHAIRS, 1 X 15A)	\$ 1,200.00						
EXTRA							
TABLE	\$ 25.00						
CHAIR	\$ 5.00						
TABLE CLOTHE	\$ 30.00						
POWE OUTLET	\$ 100.00						
ON-SITE ADVERTISING							
DISPLAY BANNER (3' X 8')	\$ 500.00	4	\$ 2,000.00	4	\$ 2,000.00	3	\$ 1,500.00
GOLF CART ADVERTISING	\$ 3,000.00						
TICKETING							
VIP TICKET	\$ 100.00	15	\$ 1,500.00	10	\$ 1,000.00	10	\$ 1,000.00
FERRY TICKET	\$ 7.00	15	\$ 105.00	10	\$ 70.00	10	\$ 70.00
GRAND STAGE PROMOTION							
ANNOUNCEMENT OF CORPORATE MESSAGE	\$ 1,000.00	YES	\$ 1,000.00	YES	\$ 1,000.00		
SPONSOR LOGO ON BACKDROP	\$ 3,000.00	YES	\$ 3,000.00	YES	\$ 3,000.00	YES	\$ 3,000.00
OTHERS							
FEATURE PERFORMANCE NAME MENTION	\$ 20,000.00						
VIP TENT BANNER DISPLAY	\$ 3,000.00						
TOTAL VALUE			\$ 109,105.00		\$ 90,570.00		\$ 95,570.00

ponsorship Contacts

Toronto Chinese Business Association

1220 Ellesmere Road, Unit 13 Toronto, ON. M1P 2X5

www.tcbacanada.com

Toronto International Dragon Boat Race Festival

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